

A faint, light blue graphic of the Space Needle is visible in the background on the left side of the slide. The text "CUSTOMERS FIRST!" is written vertically along one of its support legs.

2007 WEST COAST CUSTOMER WORKSHOP

April 16-18 Seattle, Washington

GSA 101: An Introduction to Space and Services From GSA

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2007 WEST COAST CUSTOMER WORKSHOP

GSA101: Course Introduction

- Broad overview
- Whets your appetite for learning
- A little history
- A little math
- A little econ...
- ...and *of course*, a syllabus and a final exam!



Concept #1: GSA and PBS



The fundamental questions most students want to know...

WHO AM I?

- Logistics Management Specialist
- Project Manager
- Realty Specialist
- Administrative Officer
- Fleet Manager
- Budget Analyst
- Program Manager
- Contracting Officer
- Purchasing Agent
- IT Specialist
- Asset Manager

The fundamental questions most students want to know...

WHO ARE YOU, AND WHAT DO YOU KNOW ABOUT MY LIFE?

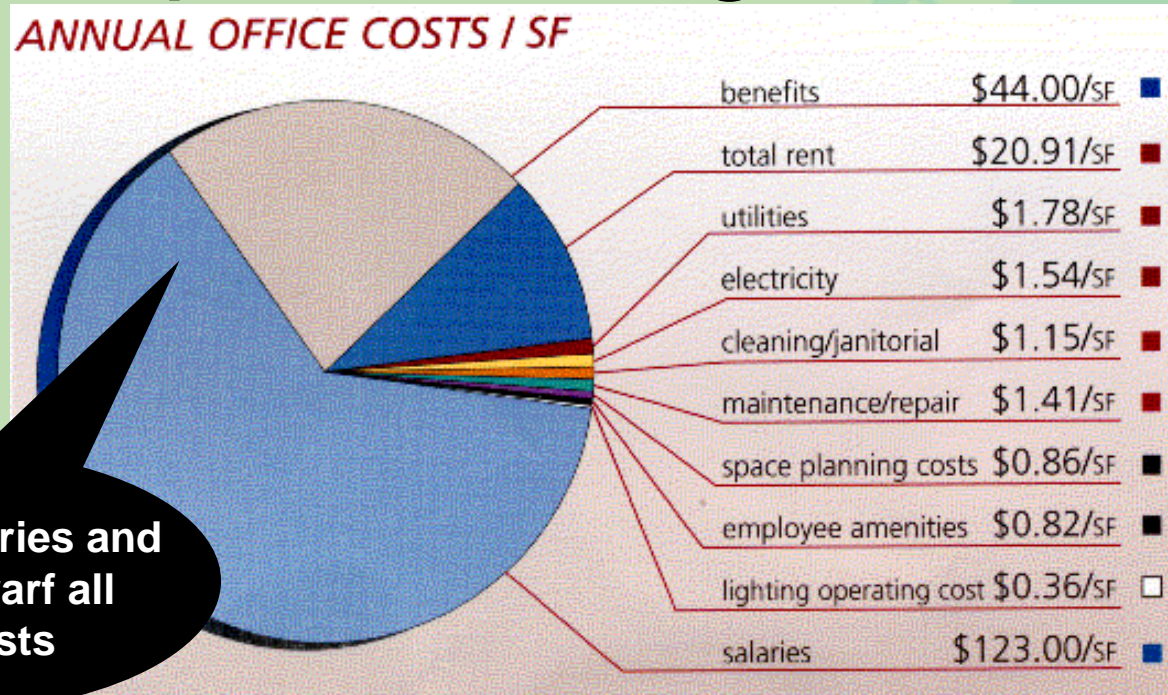
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- Asset Managers

The fundamental questions most students want to know...

WHY AM I HERE?

- Because we are all service providers...you to your agency managers, and us, to you.
- Our evolution: 1 contact gets you:
 - Coldwell-Banker + Home Depot + Cingular + Hertz + “Trashbusters” + Allied Van Lines
- Today, our “value proposition” is even more than that...It’s
 - Coldwell-Banker + Home Depot + Cingular + Hertz + “Trashbusters” + Allied Van Lines + T. Rowe Price

Concept #2: Budget Matters



Note that salaries and benefits dwarf all other costs

FIG. 2

DATA SOURCES:

- Department of Labor, Bureau of Labor Statistics, June 2000. Based on an average annual salary of \$53,373 and annual benefits of \$14,040. Average office space per worker is 319 sf, from the BOMA International 2000 Experience Exchange report.
- Building Owners and Managers Association, 2000 Experience Exchange Report.
- International Facility Management Association, Benchmarks III, Research Report #18, 1997.
- Assumptions include an energy rate of \$.08 per kWh, annual burn hours of 3,640, and a power density of 0.9 watts/sf.

The fundamental questions most students want to know...

- *So why does this class matter?*

If part of your job is about working with GSA to procure space and services, I can tell you the basics that will **help you be successful** in your job.

- *And what is the meaning of life?*

Sorry...I can't help you there.

The History Lesson—Housing the Federal Government

- Mid 1800s—patrons and lobbyists supplied the Government
- 1852—Office of the Supervising Architect, Treasury
- 1930s/Great Depression—Federal Works Agency
- 1938--DOTreas—Fed. Procurement Agency, Public Buildings Administration
- WWII—War Assets Administration
- 1949—GSA (P.L. 152, Federal Property and Administrative Services Act)



GSA: Two Services—FAS

The “new” Federal Acquisition Service

- Created 10/12/06, consolidating FSS, FTS
 - Assisted Acquisition Services
 - General Supplies and Services
 - Travel, Motor Vehicles and Card Services
 - Integrated Technology Services

Customer Benefits: better understanding of requirements, stronger acquisitions, integration, and multiple channels

GSA: Two Services—PBS

Concept #3: Centralization of RE

- Congress supported centralizing construction, RE functions since 1800s:
 - not prone to influence
 - efficient overhead
 - Cognizant of Federal “brand” in buildings
 - effective provider of jobs at specific points in our history.
- Today, PBS is nation’s largest public real-estate organization—
 - Houses 1.1M Feds
 - 1,600 FBs; 7,300 leased bldgs.
 - 340M square feet
 - Rent in leases is about \$3.8B

What Can PBS Do for Me? (“needs hierarchy”)



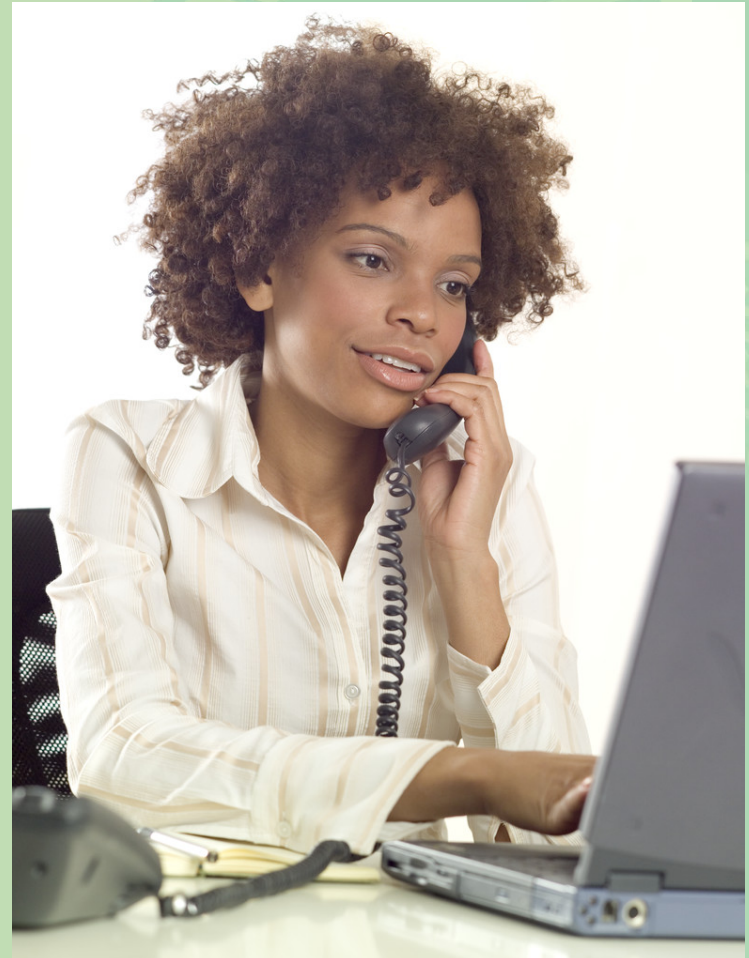
Concept #4: Strategic Supplier

“Strategic Supplier (*n*). A supplier that provides key supplies and/or services in a particular commodity area. Strategic suppliers add a high degree of value to the supply chain management process by reducing costs, aggregating demand, etc.”

GSA is set up as a “strategic supplier” for services and supplies common to all civilian agencies.

When Do I Call GSA?

- As soon as you have a need.
- <http://www.gsa.gov> features “Contact Us” links in each GSA Region, or by State
- FAS can facilitate streamlined, self-directed acquisition via web or phone
- PBS offers acquisition and project-management services—
 - For new space requirements, 18 to 24 months before move-in
 - PBS tracks lease-expiration dates (we’ll contact you!)



CUSTOMERS FIRST!

Concept #5: B2B

- **We're both Federal Agencies—our budget cycles and acquisition regulations are similar.**
- **We leverage private-sector companies bringing industry expertise in:**
 - Leasing
 - Design
 - Construction
 - Property management
 - Building operations

How Do I Contact You?



- GSA's agency website:
- <http://www.gsa.gov>
- 11 regions, geographically aligned
- In Regions 9 and 10, "Customer Service Centers" in key urban markets
- property manager or realty services specialist
- maintenance and service calls

What Does My Agency Pay For?

- Rental of Space, by “client billing record”
- Market rate (Fed. Space based on appraisal) for:
 - Shell
 - Tenant Improvements (referred to in the industry as TIs)
 - Operating costs (property management services, utilities, custodial services, landscaping, snow removal)
 - A portion of common area
 - A portion of joint-use amenities, like cafeterias, fitness centers, childcare facilities, and banking facilities
 - Parking
 - *basic security (required, paid to DHS-FPS)
 - GSA’s fee of 8% (going to 7% in FY08) for leased space

What Does the Government Do With the Rent Collected by GSA?

- Net revenue from rent is contributed to “Federal Building Fund” (capital account)
- For construction services, you pay the actual costs, plus administrative and project-management fees: 1-2%, and 4%, respectively
- Operating costs in Federal space reflect market rates in local area
- For above-standard services, you pay actuals plus minimal fee

How Does My Agency Transfer Funding to GSA?

- RentEst; Rental of Space Account (Rent on the Web)
- Signed Occupancy Agreement
- Reimbursable Work Authorization

Is GSA the only Service Provider I Can Use?

- No...
 - GSA is “Provider of Choice”
 - Agencies have Delegations of Authority
 - Other agencies offer some acquisition vehicles
 - Commercial sector
 - Core mission of GSA is 49 Act

What's GSA's Commitment to Quality?

Mission: GSA helps federal agencies better serve the public by offering, at best value, superior workplaces, expert solutions, acquisition services, and management policies.

In PBS, we focus on--
service quality
timely delivery
trusted advice in real-estate services.

Our customer-service standards set the expectation for our 3,500 associates across the country. They include:

VOICE MAIL

- Respond to all calls within 24 hours
- Return calls within normal business hours
- Provide current voice message with alternate/options

E-MAIL

- Respond to all e-mail messages within 24 hours
- Out of Office notification is enabled if absent greater than 2 days with alternate/options



What's GSA's Commitment to Quality? (*cont.*)



REIMBURSABLE WORK AUTHORIZATIONS (RWAs)

- Acknowledge receipt of RWA within 5 working days
- Provide estimates or schedule of completion within 30 days
- Provide final billing within 60 days after completion of project

Final Exam!

- You have 10 seconds to answer each question. You must score higher than 50% to graduate from GSA 101. Good luck!



CUSTOMERS FIRST!

Final Exam

1. Name the nation's largest public real-estate company.
2. Which company's function *doesn't* reside in GSA: Coldwell-Banker, Home Depot, Starbucks, Cingular, Hertz, "Trashbusters," Allied Van Lines, or T. Rowe Price?
3. About what percentage of your Agency's budget goes to payroll and real estate?
4. If I need new space, how many months ahead should I contact GSA?
5. What's GSA's standard for returning e-mail contacts?

CONGRATS! –YOU PASSED!

